WTIC-TV

ORDER

Flight Dates **10/01/12-10/07/12**

Contract / Revision **393957 - 2**

Original Date / Revision
09/27/12 10/16/12

Advertiser **Murphy/D/Sen/CT**

Agency **Message & Media**

Buying Contact

100 Albany Street #130
New Brunswick, NJ 08901

Product
FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

100 Albany Street #130
New Brunswick, NJ 08901

Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00
Estimate # **SENATE-DEM**
Alt Order # **06352521**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL3
Priority 01
Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 12% Market Value 204166

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	46%	93916
4WVIT	20%	40833
5WTNH	22%	44916
6WCTX	%	0
7CABL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	$20,825.00	$24,500.00	0.00
Totals	36	$20,825.00	$24,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/07/12	36	$20,825.00	$24,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 1	61	10/01/12	10/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	$275.00	01	0.00 NM	5	$1,375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	MTWTF--	5	$275.00	0.00								
E 2	61	10/01/12	10/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	$175.00	01	0.00 NM	5	$875.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	MTWTF--	5	$175.00	0.00								
E 3	61	10/01/12	10/05/12	M-F News at Ten News at Ten	CM	10p-11p	MTWTF--	:30	5	$1,400.00	01	0.00 NM	5	$7,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	MTWTF--	5	$1,400.00	0.00								
E 4	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	$900.00	01	0.00 NM	2	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	-----2-	2	$900.00	0.00								
E 5	61	10/01/12	10/05/12		CM	11p-1135p	MTWTF--	:30	5	$375.00	01	0.00 NM	5	$1,875.00

WTIC-TV

Contract / Revision **393957 - 2** Flight Dates **10/01/12-10/07/12** Hiatus Dates

Original Date / Revision 09/27/12 / 10/16/12 Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT** Product **FRIENDS OF CHRIS MUR** Estimate # **SENATE-DEM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
				M-F News at 11pm News at 11pm											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	MTWTF--	5	$375.00	0.00								
E 6	61	10/01/12	10/05/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	$175.00	01	0.00	NM	5	$875.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	MTWTF--	5	$175.00	0.00								
E 7	61	10/01/12	10/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	5	$200.00	01	0.00	NM	5	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	MTWTF--	5	$200.00	0.00								
E 8	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	------1	:30	1	$1,200.00	01	0.00	NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	------1	1	$1,200.00	0.00								
E 9	61	10/07/12	10/07/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	------2	:30	2	$3,800.00	01	0.00	NM	2	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	------2	2	$3,800.00	0.00								

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	61	10/01/12-10/07/12	NFL on FOX Early	1p-4p	--------Su	:30	$3,000.00	0.00	NM
2	61	10/01/12-10/07/12	NFL on FOX Early LATE RUN SPORTS	1p-4p	--------Su	:30	$3,000.00	0.00	NM

E 10	61	10/07/12	10/07/12	NFL Post Game Post Game	CM	4p-430p (4:00 PM-4:30 PM)	------1	:30	1	$2,500.00	01	0.00	NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	------1	1	$2,500.00	0.00								

Totals 36 $24,500.00